



Remember the Date
Saturday, July 15th

THE *Fashion Shop*
THE STYLE CENTER

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\$ DOLLAR DAY

SATURDAY, JULY 15TH, WILL BE DOLLAR DAY AT THE FASHION SHOP. THIS IS OUR FIRST EVENT OF THIS KIND AND WE ARE MAKING PRICES THAT WILL MAKE IT ONE TO BE REMEMBERED BY OUR CUSTOMERS. WE ARE OFFERING HEREWITH BARGAINS THAT WILL SAVE YOU MONEY. THESE GOODS ARE PRICED TO SELL AT MORE THAN WE ARE ASKING FOR THEM. YOU SHOULD PLAN TO CALL AT THIS STORE ON SATURDAY. YOU ARE UNDER NO OBLIGATION TO BUY UNLESS YOU FIND WHAT YOU WANT.

<p>HOUSE DRESSES</p> <p>We are making room for our new line of dresses—the Mina-Taylor line. In order to close out our present stock we are pricing the goods as follows:</p> <p>House dresses, formerly sold at \$1.50 and \$1.69—</p> <p>Saturday Price— \$1.00</p> <p>APRONS</p> <p>Our entire line of aprons, formerly priced at 59, 65, 79.</p> <p>Saturday Price, 2 for— \$1.00</p> 	<p>BREAKFAST SETS</p> <p>Breakfast sets, formerly sold at \$1.25 and \$1.50.</p> <p>Saturday Price— \$1.00</p> <p>WHITE WASH SKIRTS</p> <p>White wash skirts, in percales and ducks, etc., formerly sold at \$1.25, \$1.39 and \$1.50.</p> <p>Saturday Price— \$1.00</p> <p>CHILDREN'S WASH DRESSES</p> <p>Children's wash dresses—sizes 6 to 14, in gingham, etc. Formerly sold at \$1.25 and \$1.4.</p> <p>Saturday Price— \$1.00</p> <p>KIMONAS</p> <p>Japanese crepe kimonas absolutely guaranteed fast colors. Formerly sold at \$1.25, \$1.39 and \$1.50.</p> <p>Saturday Price— \$1.00</p>	<p>MIDDIES</p> <p>Our entire line of middies in white, stripes and solid colors, which formerly sold from \$1.25 to \$1.69.</p> <p>Saturday Price— \$1.00</p> <p>WAISTS</p> <p>China silk, tub silk and lingerie waists and a few crepe de chene waists in broken sizes, formerly sold from \$1.25 to \$2.98.</p> <p>Saturday Price— \$1.00</p> <p>PETTICOATS</p> <p>A fine line of petticoats, in black, white and colored satens, white muslin, etc., formerly priced up to \$2.00.</p> <p>Saturday Price— \$1.00</p>	<p>NIGHTGOWNS</p> <p>A splendid assortment of nightgowns, both plain and beautifully trimmed styles, in crepe and muslin, formerly priced at \$1.50.</p> <p>Saturday Price— \$1.00</p> <p>UNDERWEAR</p> <p>Combination suits, nainsook chemise, silk and mercerized lisle union suits, formerly sold at \$1.50 and \$1.75.</p> <p>Saturday Price— \$1.00</p> <p>COMFY CUT UNION SUITS</p> <p>Comfy Cut union suits with umbrella and cuff knee, formerly sold at 60c and 69c.</p> <p>Saturday Price, 2 for— \$1.00</p> <p>HOSIERY</p> <p>We will place on sale our entire line of silk hose in black, white and assorted colors, which formerly sold at \$1.25, \$1.50 and \$1.69.</p> <p>Saturday Price, per pair— \$1.00</p>	<p>UMBRELLAS</p> <p>Some very serviceable umbrellas in black sateen, formerly priced at \$1.25, \$1.50 and \$1.65 will be placed on sale.</p> <p>Saturday Price— \$1.00</p> <p>CORSETS</p> <p>Our famous line of \$1.25 Anderson corsets will be placed on sale.</p> <p>Saturday Price— \$1.00</p> <p>BRASSIERES</p> <p>We will have fifty brassieres, in lace and filet patterns, on sale, which formerly sold at \$1.25 and \$1.39.</p> <p>Saturday Price— \$1.00</p> 
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Fashion Shop Sales are Genuine Bona-Fide Sales

THE FASHION SHOP WILL HAVE NO JULY CLEARANCE SALE. OUR GOODS MOVE SO FAST THAT WE DO NOT FIND IT NECESSARY TO PLACE OUT-OF-DATE GOODS ON THE MARKET AT THIS TIME OF THE YEAR. BELOW WE ARE QUOTING REGULAR PRICES ON OUR IMMENSE LINE OF LADIES' READY-TO-WEAR GOODS. WE ASK YOU TO SEE OUR GOODS AND THE PRICES AND THEN COMPARE THESE WITH THE GOODS AND SPECIAL CLEARANCE SALE PRICES OFFERED ELSEWHERE.

<p>PALM BEACH SUITS</p> <p>Our price on Palm Beach Suits is \$5.98. Similar suits are selling elsewhere up to \$12.50.</p> <p>SILK SKIRTS</p> <p>Black, striped and plaid taffeta skirts which are priced elsewhere up to \$22.50, are being sold by us at \$7.50, \$9.98 and \$12.75.</p> <p>WAISTS</p> <p>Crepe de chene and Georgette Crepe Waists, which are sold elsewhere for \$4.50 and \$5.00, are priced by us at \$3.48.</p> <p>Another lot of Waists, the kind for which you pay \$8.50 to \$10.00 elsewhere, are sold by us for \$5.98 and \$6.98.</p>	<p>DRESSES</p> <p>We have one lot of forty-five dresses from which to select, made of crepe de chene, silk Georgette crepe, crepe de meteor, taffeta and taffeta combinations. Each one is a late New York model. These Dresses would sell elsewhere up to \$40.00.</p> <p>Our price is— \$16.50</p> <p>DRESSES</p> <p>We are showing another lot of beautiful Dresses in taffetas, crepe de chene, silk poplins, dainty nets and organdies, that sell elsewhere up to \$25.00.</p> <p>Our Price— \$9.95</p>	<p>STREET DRESSES</p> <p>We have a splendid line of dresses suitable for street and party wear, in all sizes and all shades of absolutely fast color, that sell elsewhere from \$10.00 to \$12.50.</p> <p>Our Price— \$3.98 and \$5.98</p> <p>SILK PETTICOATS</p> <p>We have about fifty silk petticoats, in all colors and shades, from which to select. The kind for which you pay \$3.50 and \$4.50 elsewhere.</p> <p>Our Price— \$2.50</p>	<p>Another lot of silk petticoats, the kind for which you pay \$5.50 and \$6.50 elsewhere, are priced by us at— \$3.98</p> <p>RAINCOATS</p> <p>These raincoats, the kind that sell for \$5.00 elsewhere, are guaranteed to be absolutely waterproof.</p> <p>Our Price— \$3.50</p> <p>AUTOMOBILE DUSTERS</p> <p>We are placing on sale Saturday morning fifty automobile dusters at \$1.15 each.</p>	<p>BATHING SUIT HEADQUARTERS</p> <p>This store is the place to buy your new bathing suit. Call and see them.</p> <p>BOOT SILK HOSE</p> <p>Our boot silk hose is the talk of the town. They can be had in black, white and colors. They sell for 50c and 75c per pair elsewhere. Our price per pair is— 35c</p> <p>SPECIAL PRICES ON COATS</p> <p>We have ten coats in Shepherd checks, navy blue and light stripes—the kind for which you pay up to \$15.00 elsewhere.</p> <p>Our price— \$6.98</p>
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Store in western
NEBRASKA

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